

Contact Centre Modernization Branch
Enterprise Contact Centre Solution



Operational Request Form for Adding Webpages to Chatbot

Operational Request Title D&V Chatbot: Licence plate sticker refund pages adding chat solution	On Request/Work Order or Case Number. N/A Current project in operational pilot	
Client Ontario Cabinet Office/MGCS Comms	Date Submitted February 17, 2022	
Sponsors CCMB/ITS/ServiceOntario	Target Completion Date March XX, 2022	
Lead Kim Monastyrskyj	Version No. 1.0	Version Date 03-10-2022

Operational Request Description

The specified requirements articulated below reflect the changes being requested by the client/program owner to be implemented on the Ontario.ca Webpages and ECCS Solution.

Background:

- The Ontario Government has announced a [Vehicle Sticker Refund or Credit Program on February 22, 2022](#).
- Premier Doug Ford. "Eliminating the fee to renew your licence plate and refunding the cost of doing so for the past two years is a concrete way we can put and keep more money in the pockets of hard-working Ontarians."
- The communications plan includes updating the answers in the chatbot and adding the chat solutions to two webpages one active and one new – chatbot content is up to date and follow-up is regular between ServiceOntario and Cabinet
- This request by MGCS Communications on behalf of Cabinet Communications is fortified by the volume of 8.8M licence plate sticker "owners" impacted – a deep analysis is not required to place the bot in the two areas that most users will go to in order to get the answers they need
- Approved by senior management in the February Valtag meetings which included ODS, SO, MTO & CCMB and information (online, chatbot and IVR content, and FAQ) was approved shared with CO/PO/SOC

Business Justification:

- ☒ Improve / Enhance Customer Experience
☐ Ensure Program Integrity
☐ Enable Cost Savings / Cost Avoidance
☐ Other (describe below)

Request Details

- New pages requested for D&V Chatbot
- No vendor involvement required
- <https://www.ontario.ca/page/renew-licence-plate-sticker>
- [Get a refund or credit for your licence plate sticker or driver's licence | ontario.ca](#)

CCMB Assessment

Resources Needed

- ☒ Sr. Business Consultant – Kim Monastyrskyj
☒ Sr. Tech – Carolyn Luney

- ☐ Developer
☐ QA
☐ Vendor

Confirmation with Approval

The webpages support the public need for information and have been planned and assessed for opportunity for self-serve:

1. **Anticipated questions** and responses are developed and ready in the chatbot – please attach
2. **Predicted Volume** – high volume/pain point, time on page, entrances, & is expected to add value*
3. **Developed** - Easy to scan, Easy to understand, Intuitive/Easy to Navigate webpage*

Client Approvals		
Name / Role	Signature	Date March xx, 2022
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For reference, the definitions for the data points that are included in the candidate web pages table are:

- **Page View** – The number of times the page has been viewed by users. A single user can increment this count multiple times in a single session by reloading the page or returning to the page.
- **Unique Page View** - Like page view, this shows the number of times the page has been viewed by users. Unlike page view, the views generated by a single web user in a single session are aggregated.
- **Average Time on Page** - The average amount of time users spent on the page for users that didn't "bounce" or "exit." (Notes: If the visit results in a "bounce" no time will be recorded. If the visit is the last page in a session no time will be recorded. Time is counted regardless of whether the browser window is in a hidden or visible tab).
- **Entrances** - A count that is incremented when a user begins their session on the page.
- **Bounce Rate** - A bounce is a single page session. Bounce rate for a page considers the number of single page sessions divided by the entrances and indicates the percentage of users who visited and left without browsing further.
- **Exit %** - An exit page is the last page a user accesses before their session ends or they leave the site. Exit rate (Exit %) is calculated by dividing the number of 'exits' made from the page by the number of pageviews it has. This determines the proportion of visitors to that page leave the website after viewing it.
- **ID'd to Keep** - A page is "ID'd to Keep" when a) it was identified on the phone channel tab, or b) it was identified on the web channel tab and noted as "ID'd to Keep."
- **Pain Point or Opportunity** - The pain point or opportunity from the business analysis that aligns with the decision to deploy the button to this page.
- **Privacy Concern?** - Is there a privacy concern that can't be addressed by the team before deploying chat? For example, is there something about the page that would prompt the web user to enter private information into the chat window even though they will be warned not to do this? If the answer is yes, then the project team can flag the page as having a privacy concern (i.e. select Yes) and move it to the "eliminated" page.
- **Business Content Issue?** - Is the content of the page correct from a business perspective?
- **1 – Easy to Scan** - A page is easy to scan when it is quick and easy for people to find what is most relevant to them on the page. Best practices include inverted pyramid (i.e. front load your content with what is most important), organized content, bite sized information.
- **2 – Easy to Understand** - A page is easy to understand when content is simple and easy for users to understand. Best practices include simple language (i.e. grade 6 or 7 level), short paragraphs, and clear language.
- **3 – Intuitive for Users** - A page that is intuitive for users will meet the needs of users and help people accomplish their goals. Best practices include organizing content around user needs and journey,

displaying content in a logical sequence, taking into consideration wording that users would use/understand when developing content.

- **4 – Easy to Navigate** - *A page is easy to navigate when it is simple, intuitive, and consistent.*
- **Analysis Comments** - *Comments from quantitative/qualitative analysis.*
- **Low End (10%)** – *A low-end estimate of the number of chats that would be generated from this page (i.e. 10% of the total page views).*
- **High End (30%)** – *A high-end estimate of the number of chats that would be generated from this page (i.e. 30% of the total page views).*
- **Call Reduction** – *This is an optional field that can be used to estimate call reduction related to the button being placed on the page. This is specifically related to pages that are believed to be generating call volume.*